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GLENDALE PUBLIC RELATIONS OFFICE TWEETS ABOUT GLENDALE

GLENDALE, Ariz. – Glendale's Public Relations Office is all atwitter about social media! Just about a year after entering the social media realm, the city has created a new Twitter page, managed by the city's PR Team and designed specifically to inform and interact with the media.

As news rooms increasingly turn to social media sites (such as Twitter, Facebook and YouTube) as a resource for story ideas, research and feedback, Glendale is likewise looking for an additional outlet to deliver its key messages to residents, visitors and stakeholders through the media.

The new page, www.twitter.com/GlendalePRteam, will 'tweet' short, informative messages on various events, programs and services going on in Glendale that the media may find newsworthy. The convenience of Twitter also offers a mobile phone feature to receive the messages on the go, which many journalists may find useful.

Glendale was one of the first Valley cities using social networking tools to reach out to residents and now is one of the first to specifically target the media with a designated Public Relations page. For more information, visit

www.glendaleaz.com/pressroom.

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